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(54) **METHOD AND APPARATUS FOR AUTOMATICALLY RENDERING DOLLY ZOOM EFFECT**

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(57) **ABSTRACT**

Various methods are provided for automatically adjusting a zoom feature in accordance with a camera movement to perform a dolly zoom effect. One example method may include causing reception of a first image frame from video data, wherein the first image frame comprises two or more interest points, causing reception of a second image frame from the video data, wherein the second image frame comprises the two or more interest points in a different location, and tracking a difference in location of the two or more interest points from the first image frame to the second image frame. The method may also include calculating a scaling factor and applying the scaling factor to the second image frame.